

Winter Detox Issue

January 2012

Member, Associated Bodywork & Massage Professionals

Invest in Your Health

Massage Offers Excellent Return on Investment

"Invest for the long term" is great financial advice, but it's also great healthcare advice. Never is investing for the long term more important than when you are making day-to-day decisions about your health. There are short-term gains from taking care of your health, to be sure, but the long-term benefits are not to be underestimated.

You already know the value of bodywork. For all the short-term stress and pain relief you get from massage today, there are lasting rewards you'll thank yourself for down the road. Massage therapy as a preventive measure and part of an ongoing care regimen can mean fewer visits to the doctor, as well as fewer

emotionally and spiritually, and maintain harmonious relationships with coworkers, family, and friends.

Research supports the value of massage. Massage provides many benefits, including improved concentration, energy, circulation, and self-esteem, as well as reduced stress, fatigue, and pain. It's helpful with more acute health conditions, also. If you, or a loved one, are already dealing with a health condition, massage is an even more important part of your healthcare planning.

Research shows:
-- Alzheimer's patients exhibit reduced irritability, pacing, and restlessness after

*Tension is who
you think you
should be.
Relaxation is
who you are.*

—Chinese Proverb



Massage in a health investment, helping to manage stress, support wellness, and boost immunity.

co-pays, prescriptions, and over-the-counter medications. Ultimately, it means a healthier and happier you.

An Excellent Value

As you plan the family budget, ponder how massage therapy impacts your ability to make good decisions, cope with extra responsibilities, stay on an even keel

neck and shoulder massage.

-- Deep-tissue massage is effective in treating arthritis, back pain, fibromyalgia, and osteoarthritis.

-- Fibromyalgia patients receiving massage have fewer sleep problems and less anxiety, depression, fatigue, pain, and stiffness.

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-- Massage during labor appears to help block pain, reduce stress and anxiety, and relax muscles. Some medical professionals say massage shortens labor.

-- Massage can reduce sports-related soreness and improve circulation, and is beneficial in reducing symptoms associated with arthritis, asthma, burns, high blood pressure, and premenstrual syndrome.

-- Oncology patients show less anxiety, depression, fatigue, nausea, and pain following massage therapy.

-- Preterm babies receiving massage therapy gain more weight and have shorter hospital stays.

-- Massage therapy is effective in reducing post-surgical pain and can even reduce the time required for post-operative hospital stays.

You may be trimming some extras out of your budget, as many Americans are. When weighing what goes and what stays, consider what an excellent value massage is, especially in relation to things that may be less valuable, but still cost you plenty. The price of massage has remained stable in recent years, while the cost of movies, dining out, and sports events have risen. Which of these activities has the power to improve your health and which has a better return on investment?

Get Creative

There are many ways to keep massage in your life if you use your imagination. While vacations are definitely needed right now by just about everybody, more and more Americans are staying closer to home and taking "staycations." How about planning a healthy, home-based vacation and including massage as part of your relaxation?

When it comes to gift-giving occasions, why not give and ask for massage gift certificates? Massage makes a wonderful replacement for flowers that wilt, sweaters that don't fit, or another box of fattening candy. Some folks buy spa packages or put together their own outings with a massage, a museum excursion, or lunch at a favorite restaurant. Mothers, daughters, aunts, and grandmothers are enjoying spas together and massage is a key part of the package. These events create bonding experiences that launch new traditions and reinforce a healthy lifestyle.

Gift certificates for chair massage at airports are an option for weary travelers, as is chair massage at malls for package-laden shoppers. If you are an employer, consider gifting your staff with on-site chair massage, which has been shown to reduce stress and improve performance. Just think of it as the ultimate pat on the back for staff and one that pays you back.

Maintain Well-Being

You may be tempted to trim your wellness budget when economic times are tough. Yet, a recent national consumer survey showed most massage-minded Americans are still committed to maintaining the health benefits they experience with massage. It only makes sense. The better you feel, the better job you can do of caring for yourself and your loved ones. Massage therapy will also help families under stress create healthier households, and

more focused and relaxed moms and dads. Children are sensitive and often pick up on tension in a household; parents who are taking care of themselves are more likely to provide a sense of calm to their kids. This goes for caregivers of aging parents, too.

Now, more than ever, massage should play a role in reducing your stress and strengthening your health. When people feel their best, they are more able to face the challenges difficult times present. With greater health and peace of mind, you can face difficulties with poise, clarity of purpose, and strengthened emotional reserves.

Truly, massage is more than a luxury--it's a vital part of self-care that has a positive ripple effect on you as you work, play, and care for others. Investing in your health is one investment that's sure to pay off.



The value of bodywork runs deep, for nothing is more valuable than good health.

The Art of Bathing

Simple Recipes to Soothe Mind and Body

From bubble baths to essential oils to Dead Sea salts, prepared bath products are designed to enhance a bathing experience, but they can be expensive. Instead of spending the extra money on special bath products, try one of these natural, simple bath recipes with ingredients you probably already have in your cupboard or refrigerator.

Epsom Salts

ADD 2 CUPS EPSOM SALTS TO BATH WATER.

Magnesium sulfate, or Epsom salts, has been used for centuries as a folk remedy, and research now confirms its numerous benefits. The second most abundant element in human cells and a crucial component for bone health, magnesium is also needed for muscle control, energy production, and the elimination of toxins. Magnesium eases stress, aids sleep, and improves concentration while reducing inflammation, joint pain, and muscle cramps. Sulfates help to flush toxins from the body, prevent or reduce headaches, and even improve brain function.

Most American diets are deficient in magnesium. However, one of the best ways to boost dietary intake is by bathing in Epsom salts, which are readily absorbed through the skin.

Milk

ADD 2-4 CUPS MILK OR BUTTERMILK TO BATH WATER.

Rich in calcium, protein, and vitamins, milk replenishes the skin, while lactic acid found in milk acts as a natural exfoliant. A member of the alpha hydroxy acid family, lactic acid breaks the glue-like bonds between the outer layer of dead skin cells. Soak in a milk bath for 20 minutes, then gently scrub skin with a loofah or washcloth.

Honey

ADD 1/4 CUP HONEY TO BATH WATER.

A fragrant, natural humectant, honey helps skin attract and retain moisture. Its antibacterial and anti-irritant properties make it an ideal cleansing and soothing additive to a warm bath.



Turn your home bath into a spa experience.

Boost Your Immune System

Lymphatic Drainage Therapy Fights Infection

Does your immune system work overtime? If so, you might want to give it a boost by seeing a massage therapist or bodyworker trained in lymphatic drainage therapy. This technique can boost your immunity by increasing the production of antibodies, stimulating circulation, moving congestion out of the body, and reducing swelling, especially after surgery.

The lymphatic system supports our body's immune function and involves several organs, glands, and tissues, hundreds of lymph nodes, and a network of vessels. A clear lymph fluid flows through these vessels and carries the metabolic waste (bacteria, dead cells, fats, fluids, proteins, and viruses) to the lymph nodes, where it is filtered. These

nodes often swell when we are sick.

The lymphatic drainage techniques used by massage therapists and bodyworkers gently stimulate lymph nodes, help correct swelling and stagnation in those nodes, reduce local fluid retention, boost the overall immune system, and provide relaxation. As an essential tool in the treatment of lymphedema (excess lymphatic fluid), this therapy is often applied postoperatively and can be especially beneficial for breast cancer patients.

Administering this treatment requires advanced training and is performed with gentle, massage-like strokes. There should be no discomfort involved; in fact, you may feel you are hardly being

worked on at all.

Aftercare

After your lymphatic drainage treatment, it's possible you could feel some mild, flu-like symptoms, depending on how much strain your body has been under prior to treatment. This strain may be due to environmental pollutants, medication, and diet. Most people leave a session simply feeling relaxed, but if you don't feel at the top of your game, drink plenty of water, limit your salt intake, and stay physically active.

Lymphatic drainage is one way to give your wellness a boost in a busy world that makes many demands on your immune system.

*Sometimes the
most important
thing in a whole
day is the rest we
take between
two deep
breaths.*

-Etty Hillesum

Winter Detox Special!

Package of 4 sessions for \$200

Includes: 2 Reflexology sessions, 1 Raindrop Technique
and 1 Lymphatic Drainage Massage

Mention this newsletter and receive \$10 off.

Offer expires March 31, 2012

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